

Old Town San Diego State Historic Park
Interpretive Programming –Strategic Planning (DRAFT)

Mission Statement

The mission of Old Town San Diego State Historic Park is to present the opportunity to experience the history of early San Diego by providing a connection to the past.

Programs

- Strategic Plan for Interpretation – a comprehensive approach for implementation of park programs, including interpretive, operational, educational, and facilities.
- Historic Trade and Guild Program –
 - Story Telling Guild: Every Wednesday
 - Blacksmith Guild: Almost every Saturday, Tues-Thurs
 - Quilting Guild: Wednesdays & 3rd Saturdays
 - Actor's Workshop: 1x a month
 - Fiber Arts Guild: 3rd Saturdays
 - Californios: 2nd Saturdays
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 - Print Shop
 - Rendezvous & Mountain Men: 4th Saturdays
 - Wood Shop Guild: Most Saturdays
 - Calligraphy
 - Adobe Making (pending relocation)
 - Soap Maker's Guild: 4th Saturdays
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- Additional ongoing Living History programs – Wednesdays & Saturdays, some Thursdays-Fridays
 - Gambling
 - Foodways at the Commercial Restaurant
 - Merchant Activity
 - Dancing (Los Bailadores)
 - Music
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 - Political Rallies
 - Suffrage vignette
 - McCoy Vignettes (w/ interns-Spring/Summer)
 - Mary Chase Walker vignette
 - Seeley Stable vignette
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- Coordination with San Diego City Unified School District "Off-Campus Integrated Learning Experience" for the 4th grade "Old Town Cultural and Historical Program".
- Educational Tours – provided by park volunteers, expanded opportunities to schools and special groups in partnership with Boosters of Old Town (BOOT) cooperating association.
- Woodshop: With funds from BOOT, new volunteers and staff, the woodshop has reopened. Donation of antique tools. Future plans include the production of props, tools, and period correct objects for use in the park. Also looking into maintenance and restoration work on wagons in the park. Sale of product is also contemplated. Hope to attract wheelwright to participate on regular basis.
- Print Shop: Presses are in the process of refurbishment. 2011 should see the return of printing on the historic presses.
- Adobe Manufacture: Potential for continued success. The manufacture of adobe bricks turned out a product superior to the commercially obtained adobes the park has previously purchased. These have been used in the rehabilitation of the Cosmopolitan. There is discussion as to production for sale.
- Signage: As part of the Sign Master Plan that is being developed for the park, a new park logo has been developed and is being used. New monument signs are in place, museum identification signs, new regulatory signs, wayfinding signage, building information signs, and parking lot banners have been installed. Updated event/seasonal banners needed.
- Period attire
 - Hired and setup park seamstress.
 - Period Attire Policy: final drafted. Resource binder being developed. Review process began March 2010. Will do a culling of period attire bank to remove unnecessary/inappropriate items. Working with sewing group to produce 'essentials' for sale.
 - Grants: Looking to solicit grants for an expansion of the period attire bank.

- Events: currently 'A Day with the Ladies of Old Town', Stagecoach Days enhanced living history, 4th of July, Fiestas Patrias, Halloween, Dia de los Muertos, Battle of San Pasqual, Holiday in the Park. Events may be reviewed in light of volunteer, staff, and fiscal support.
- San Diego State University Intern Program: This program provides the park with about 1,500 hours of volunteer support for interpretive programs.
- Research: Staff with historian skills, enabling OTSDSHP to put on programs well founded on historic accuracy and interpretive principles. Various references, including character studies.
- Descendents: Re-inspire current and new generations, meetings, take oral histories.
- Support of BOOT Store – product recommendations, coordination of paid staffing and/or volunteers.
- Volunteer Program:
 - Training restructured
 - Volunteer Meetings
 - Shift of coordination
 - Working on improvements to recruitment
 - Guilds: In order to deepen training for volunteers, "guilds" for specific trades and crafts, e.g., fiber arts, carpentry, smithing, etc. set up and expanded. Roughly based on historic guild system and former mentoring program.
 - Crafters
- Communication: OTSDSHP has increased its ability to inform the public with our participation in:
 - Webpage: www.parks.ca.gov/oldtownsandiego. Events, history, park information.
 - Twitter: www.twitter.com/oldtownsandiego
 - Facebook – www.facebook.com/oldtownsandiego, linked on park website.
 - Newsletters, electronic communications, etc. in future. BOOT monthly newsletter now online PDF.
 - Press Releases, expanded public relations, in partnership with Fiesta de Reyes.
- Historic Gardens – also part of living history, volunteers, interpretive messages.
 - Areas: McCoy, Machado-Stewart, Machado-Silvas, Estudillo.
 - Partnerships – Heritage Roses, California Native Plant Society, San Diego River Park, SLOW Food San Diego.
- Animal Program - Donkeys, enhanced corral and procedures; partnership with Escaramusas Golondrinas, and other equestrian groups.
- **Interpretive Performances:** Popular and a potential revenue stream.
 - Summer performance tours
 - Ghost Tours - October: third season, performances were sold out last year, and expanding performances this year.
 - Holiday in the Park - December
- Assisting concessions on expanding opportunities.
- Staff salaries to be partially funded by fee based events, grants, new partnerships, fundraising, etc.
- Renewing the exhibits at La Casa de Estudillo for the Waterman centennial. Partial funding may be available through the bond funded Interpretive Exhibits Program (IEP). First phase in progress, \$175K in funding.
- Redesign of interpretive flyers for museums (Guidebook done).
- Exhibit Security improvements.
- Transition use of McKinstry Dental Exhibit to Interpretive Parlor use.
- Enhancement of exhibits at the Commercial Restaurant / La Casa de Machado y Silvas, in partnership with Women's History Museum.
- Various exhibit repairs and enhancements – including audio / video.
- Interpretive Storage improvements.
- Reopening of the La Casa de Bandini / Cosmopolitan Hotel and Restaurant. – Completed 2010.
- Reopening of the Seeley Stable Yard. Develop educational/interpretive programs for windmill.